

# Carly Beiter

[carlybeiter@gmail.com](mailto:carlybeiter@gmail.com) | [LinkedIn](#) | Wayne, PA | (610) 659-1599

## EDUCATION

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**The University of South Carolina**, Columbia, SC Aug 2022  
*Bachelor of Arts in Journalism and Mass Communications, GPA: 3.97*

**Miami Ad School Atlanta**, Atlanta, G.A. May 2024  
*Advertising and Design Sprint Maymester - Certificate*

## EXPERIENCE

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**University 101 Programs**, Columbia, SC Aug 2024 – Present  
*University 101 Peer Leader*

- Co-taught a section of UNIV 101, fostering an engaging learning environment for 19 first-year students by leading lessons and facilitating discussions to encourage critical thinking.
- Served as a role model, mentor, and resource to help transition students to college environment.
- Created a sense of belonging among students by building a community of scholars and connecting them to relevant campus resources.
- Developed and implemented team-building activities to enhance group cohesion and collaboration.

**3GHC Architects, LLC**, Paoli, PA May 2022 – May 2022  
*Student Intern*

- Designed eye-catching flyers to promote company events and initiatives.
- Assisted with office organization and maintained a clean and efficient workspace.
- Traveled off-site to project locations to gain hands-on field experience and provide support.
- Took detailed notes during walk-throughs to ensure accurate documentation and follow-up.
- Learned the basics of AutoCAD to contribute to blueprint creation and design projects.

**CreateAthon@USC**, Columbia, SC Nov 2022 & Nov 2024  
*Participant*

- Collaborated in a fast-paced, 24-hour creative sprint to develop comprehensive advertising and branding strategies for nonprofit organizations.
- Presented finalized Illustrator designs and deliverables to nonprofit stakeholders, demonstrating effective communication and client engagement skills.
- Utilized Adobe tools and software for graphic design, social media planning, and campaign creation to produce professional-level content.

## HONORS

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USC President's List (3 semesters) | USC Dean's List (4 semesters) | CreateAthon@USC Best of Show (2022) | CreateAthon@USC Most Likely to Succeed (2024)

## ACTIVITIES

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Member of Student Ad Club (2024) | Member of Alpha Chi Omega (2022) | Social Media Manager – Alpha Chi Outfits (Dec. 2022 – Dec. 2023) | Recruitment Counselor (Pi Chi) for Sorority Recruitment (2024) |

## SKILLS

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Adobe Creative Cloud | Illustrator | Photoshop | Creativity | Teamwork | Leadership | Communication | Strategy